

## Message Text

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UNCLAS MOSCOW 1730

USDOC FOR BEWT/TDAD AND TPD

E.O. 11652: N/A

TAGS: BEXP, BTRA, UR, US

SUBJ: FAST FOOD EQUIPMENT TECHNIQUES EXHIBIT/SEMINAR AND SOVIET  
INTEREST IN SENDING DELEGATIONS TO U.S. ON MARKET RESEARCH AND  
FAST FOODS

REF: USDOC 01717

1. EMBASSY AGREES THAT FAST FOOD EQUIPMENT AND  
TECHNIQUES THEME IS HIGHLY APPROPRIATE FOR USSR AND PROPOSED TIME  
FRAME PRESENTS NO PROBLEMS TO COMMERCIAL OFFICE.

2. DURING MEETING AT MINISTRY OF TRADE WITH DEPUTY MINISTER  
F. D. FESENKO ON SUBJECT OF RETAIL TRADE JEEP, COMATT TOOK  
OCCASION TO RAISE SUBJECT OF EXHIBIT/SEMINAR ON FAST FOOD  
EQUIPMENT AND TECHNIQUES. FESENKO'S REACTION WAS IMMEDIATE  
AND HIGHLY POSITIVE. COMMERCIAL OFFICE WILL SEND LETTER TO  
FESENKO OFFICIALLY PROPOSING SUBJECT EXHIBIT/SEMINAR, REQUESTING  
MINISTRY'S COOPERATION IN STAGING THIS EVENT, AND SOLICITING  
THEIR SUGGESTIONS FOR THEMES. WE WOULD APPRECIATE BEING  
KEPT INFORMED OF TPD'S RECRUITMENT EFFORTS FOR THIS SHOW.

3. IN THIS REGARD, FESENKO INDICATED THAT HIS MINISTRY HOPED  
TO SEND DELEGATION TO U.S. IN CY '76 TO VISIT AMERICAN FIRMS  
WITH WIDE EXPERIENCE IN FAST FOOD PREPARATION TECHNIQUES, AND  
HE HOPED COMMERCIAL OFFICE AND DEPARTMENT OF COMMERCE WOULD  
BE PREPARED TO SUGGEST FIRMS INTERESTED IN COOPERATION WITH  
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SOVIET UNION IN THIS AREA. WE NOTE THAT NATIONAL RESTAURANT

CONVENTION AND EDUCATION EXPOSITION SCHEDULED FOR MAY 22-26, 1976 MAY BE LOGICAL FOCAL POINT AROUND WHICH SUCH A VISIT COULD BE PLANNED. IT MIGHT BE POSSIBLE TO ARRANGE PROGRAM OF VISITS FOR THIS DELEGATION AS FIRST STEP IN RECRUITMENT OF SEPTEMBER/OCTOBER JEEP IN MOSCOW. (COMMERCIAL OFFICE BELIEVES THAT SUCH FOLLOW-UP PROGRAMMING ENHANCES COMMERCIAL PROSPECTS FOR AMERICAN EXHIBITORS AND THAT HIGH LEVEL MEMBERS OF SOVIET DELEGATIONS USUALLY WILLING OFFER SPECIAL COOPERATION WITH COMMERCIAL OFFICE EVENTS IN SOVIET UNION.) ALTERNATIVELY, IF TDAD DETERMINES THAT THERE IS INSUFFICIENT LEAD TIME FOR ARRANGING LATE MAY '76 VISIT, WE COULD SUGGEST TO FESENKO THAT DELEGATION TRAVEL TO NEXT YEAR'S ANNUAL NRA RESTAURANT/HOTEL SHOW, MAY 21-25, 1977 (SEE VIP PROGRAM LISTED STATE 025531).

4. FESENKO ALSO INDICATED THAT MINISTRY HOPING TO SEND ANOTHER DELEGATION TO U.S. IN 1977 ON SUBJECT OF MARKET RESEARCH AND THAT SUGGESTIONS FROM DEPARTMENT OF COMMERCE WOULD BE WELCOME. FESENKO AID THAT A DEPUTY MINISTER WOULD PROBABLY HEAD SUCH A FIVE OR SIX MAN DELEGATION. (FESENKO'S ACADEMIC INTERESTS LIE IN THIS AREA, AND IT WOULD BE LOGICAL TO ASSUME THAT HE WOULD BE THAT DEPUTY MINISTER.)

5. COMMERCIAL OFFICE WOULD APPRECIATE REACTIONS FROM TPD AND TDAD TO ABOVE PROPOSALS.  
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